

**AMENDMENTS TO THE CLAIMS**

The listing of claims will replace all prior versions, and listings, of claims in the application:

1-29. (Canceled)

30. (New) A method comprising:

receiving a plurality of attributes regarding a plurality of individuals via a player tracking system including a player tracking server and a card reader;

receiving a query to determine a first subset of individuals from the plurality of individuals having a first subset of the plurality of attributes; and

providing, by the player tracking system, a promotional offering as an award to a second subset of individuals within the first subset in response to the receiving the query related to the first subset, wherein the individuals of the second subset have a second subset of attributes, wherein one or more of the attributes of the second subset are different than one or more of the attributes of the first subset.

31. (New) The method of claim 30, further comprising:

comparing a first value of the attributes of the second subset with a second value of the attributes of the second subset to determine at least one difference between the first value and the second value; and

dividing the first subset into the second subset and a third subset of individuals based on the comparison, wherein the individuals of the second subset have the attributes of the second subset with the first value and the individuals of the third subset have the attributes of the second subset with the second value.

32. (New) The method of claim 30, wherein the attributes of the first subset comprise age, geographical region, gender, income, frequency of play, favorite day to play, favorite time to play, average amount bet, total amount played, game preference, denomination preference, cuisine preference, beverage preference, music preference, or date of birth.

33. (New) The method of claim 30, wherein the receiving the query comprises receiving the query by a player tracking database in a gaming environment, and wherein the individuals of the first subset comprise players in the gaming environment.

34. (New) The method of claim 33, wherein the player tracking database comprises player tracking data received from a plurality of gaming properties.

35. (New) The method of claim 34, wherein the individuals of the first subset comprise individuals corresponding to the player tracking data received from the plurality of gaming properties.

36. (New) The method of claim 34, wherein the player tracking server is coupled with a player tracking unit via a data collection unit.

37. (New) A gaming system comprising:  
a player tracking server operable to:  
receive a plurality of attributes regarding a plurality of individuals; and  
receive a query to determine a first subset of individuals from the plurality of individuals having a first subset of the plurality of attributes; and  
provide a promotional offering as an award to a second subset of individuals within the first subset in response to the received query related to the first subset, wherein the individuals of the second subset have a second subset of attributes, wherein one or more of the attributes of the second subset are different than one or more of the attributes of the first subset.

38. (New) The gaming system of claim 37, wherein the player tracking server is further operable to:

compare a first value of the attributes of the second subset with a second value of the attributes of the second subset to determine at least one difference between the first and second values; and

divide the first subset into the second subset and a third subset of individuals based on the comparison, wherein the individuals of the second subset have the attributes of the second subset

with the first value and the individuals of the third subset have the attributes of the second subset with the second value.

39. (New) The gaming system of claim 37, wherein the attributes of the first subset comprise age, geographical region, gender, income, frequency of play, favorite day to play, favorite time to play, average amount bet, total amount played, game preference, denomination preference, cuisine preference, beverage preference, music preference, or date of birth.

40. (New) The gaming system of claim 37, wherein the individuals of the first subset comprise players in a gaming environment.

41. (New) The gaming system of claim 37, wherein the player tracking database comprises player tracking data received from a plurality of gaming properties.

42. (New) The gaming system of claim 41, wherein the individuals of the first subset comprise individuals corresponding to the player tracking data received from the plurality of gaming properties.